

# CONTRACT



www.wxyz.com

**WXYZ**  
**20777 W. 10 Mile Rd.**  
**Southfield, MI 48037**  
**(248)827-7777**

And:

**New Media Firm**  
**1322 G Street SE**  
**Washington, DC 20003**

<u>Contract / Revision</u> 305672 /		<u>Alt Order #</u>
<u>Product</u> <b>MI Quality Homecare Initiative</b>		
<u>Contract Dates</u> <b>10/09/12 - 10/15/12</b>		<u>Estimate #</u> <b>1540 Week 4</b>
<u>Advertiser</u> <b>MI Quality Homecare Initiative</b>		<u>Original Date / Revision</u> 07/24/12 / 07/24/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>WXYZ</b>	<u>Account Executive</u> Dave Lombardo	<u>Sales Office</u> EWS - Washing
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u> 14019	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> 2		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WXYZ	10/09/12	10/15/12	7 Action News This Morning	430a-5a		:30			NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	-1111--				4	\$150.00			
	Week:	10/15/12	10/21/12	1-----				1	\$150.00			
N 2	WXYZ	10/10/12	10/12/12	5am News M-F	5-6am M-F		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	--1-1--				2	\$400.00			
N 3	WXYZ	10/09/12	10/15/12	M-F 7-9am	7-9am M-F		:30			NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	-1111--				4	\$900.00			
	Week:	10/15/12	10/21/12	1-----				1	\$900.00			
N 4	WXYZ	10/13/12	10/13/12	Action News SAT 6am	SAT 6-7am		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	-----S-				1	\$250.00			
N 5	WXYZ	10/13/12	10/13/12	GMA SAT 7-8am	SAT 7-8am		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	-----S-				1	\$350.00			
N 6	WXYZ	10/13/12	10/13/12	Action News SAT 8am	SAT 8-9am		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	-----S-				1	\$350.00			
N 7	WXYZ	10/14/12	10/14/12	GMA SUN 7-8am	SUN 7-8am		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	-----S				1	\$350.00			
N 8	WXYZ	10/14/12	10/14/12	Action News SUN 8am	Sun 8-930am		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	-----S				1	\$350.00			
N 9	WXYZ	10/09/12	10/15/12	M-F 9a-10a	9-10am M-F		:30			NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	-1111--				4	\$500.00			
	Week:	10/15/12	10/21/12	1-----				1	\$500.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin, or ancestry.

We certify that the advertising sales practices and this advertising sales agreement do not discriminate on the basis of race or ethnicity.



www.wxyz.com

**WXYZ**  
**20777 W. 10 Mile Rd.**  
**Southfield, MI 48037**  
**(248)827-7777**

Contract / Revision 305672 /		Alt Order #
Contract Dates 10/09/12 - 10/15/12	Product MI Quality Homecare Initi	Estimate # 1540 Week 4
Advertiser MI Quality Homecare Initi		Original Date / Revision 07/24/12 / 07/24/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 10	WXYZ	10/09/12	10/15/12	M-F 10a-11a	10-11am M-F		:30			NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	- 1 - 1 - - -				2	\$400.00			
	Week:	10/15/12	10/21/12	1 - - - - -				1	\$400.00			
N 11	WXYZ	10/09/12	10/15/12	12n-1p	12-1pm M-F		:30			NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	- 1 1 1 1 - -				4	\$500.00			
	Week:	10/15/12	10/21/12	1 - - - - -				1	\$500.00			
N 12	WXYZ	10/10/12	10/12/12	Dr. Oz	4-5pm M-F		:30			NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	- - 1 - 1 - -				2	\$900.00			
N 13	WXYZ	10/09/12	10/15/12	5-6pm M-F	5-6pm M-F		:30			NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	- 1 - 1 - - -				2	\$1,000.00			
	Week:	10/15/12	10/21/12	1 - - - - -				1	\$1,000.00			
N 14	WXYZ	10/10/12	10/12/12	6-630pm M-F	6-630pm M-F		:30			NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	- - 1 - 1 - -				2	\$1,200.00			
N 15	WXYZ	10/09/12	10/15/12	M-F 7-730p	7-730pm M-F		:30			NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	- 1 - 1 - - -				2	\$1,200.00			
	Week:	10/15/12	10/21/12	1 - - - - -				1	\$1,200.00			
N 16	WXYZ	10/13/12	10/13/12	Sat 7-8pm	7-8pm Sat		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	- - - - - S -				1	\$1,000.00			
N 17	WXYZ	10/14/12	10/14/12	Su 6-630p	6-630pm Sun		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	- - - - - S				1	\$750.00			
N 18	WXYZ	10/10/12	10/12/12	M-F 730-8pm	730-8pm M-F		:30			NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	- - 1 - 1 - -				2	\$1,800.00			
N 19	WXYZ	10/09/12	10/15/12	11pm Action News Update	11-1135pm M-Sun		:30			NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	- 1 - 1 - 1 -				3	\$2,000.00			
	Week:	10/15/12	10/21/12	1 - - - - -				1	\$2,000.00			
N 20	WXYZ	10/09/12	10/15/12	Nightline	1135pm-1205am M		:30			NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	- 1 1 1 1 - -				4	\$750.00			
	Week:	10/15/12	10/21/12	1 - - - - -				1	\$750.00			
N 21	WXYZ	10/09/12	10/15/12	Jimmy Kimmel Live	1205am-105am M-		:30			NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	- 1 1 1 1 - -				4	\$250.00			
	Week:	10/15/12	10/21/12	1 - - - - -				1	\$250.00			
N 22	WXYZ	10/09/12	10/15/12	M-F 106a-206a	106am-206am		:30			NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	- 1 1 1 1 - -				4	\$150.00			
	Week:	10/15/12	10/21/12	1 - - - - -				1	\$150.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin, or ancestry.

We certify that the advertising sales practices and this advertising sales agreement do not discriminate on the basis of race or ethnicity.



www.wxyz.com

**WXYZ**  
**20777 W. 10 Mile Rd.**  
**Southfield, MI 48037**  
**(248)827-7777**

<u>Contract / Revision</u> 305672 /		<u>Alt Order #</u>
<u>Contract Dates</u> 10/09/12 - 10/15/12	<u>Product</u> MI Quality Homecare Initi	<u>Estimate #</u> 1540 Week 4
<u>Advertiser</u> MI Quality Homecare Initi		<u>Original Date / Revision</u> 07/24/12 / 07/24/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals		
											Spots	Amount	
												1	\$250.00
N 23	WXYZ	10/13/12	10/13/12	SA Greys	1130pm-1230am		:30			NM			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/08/12	10/14/12	-----S-	1			\$250.00					
												1	\$550.00
N 24	WXYZ	10/14/12	10/14/12	SU 1130p-12a	1130pm-12am		:30			NM			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/08/12	10/14/12	-----S	1			\$550.00					
												1	\$5,000.00
N 25	WXYZ	10/15/12	10/15/12	Castle	10-11pm Monday		:30			NM			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/15/12	10/21/12	M-----	1			\$5,000.00					
												1	\$5,000.00
N 26	WXYZ	10/09/12	10/09/12	Private Practice	10-11pm Tuesday		:30			NM			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/08/12	10/14/12	-T-----	1			\$5,000.00					
												1	\$4,000.00
N 27	WXYZ	10/11/12	10/11/12	Last Resort	8-9pm Thursday		:30			NM			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/08/12	10/14/12	---T---	1			\$4,000.00					
												1	\$4,000.00
N 28	WXYZ	10/12/12	10/12/12	20/20	10-11pm Friday		:30			NM			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/08/12	10/14/12	----F--	1			\$4,000.00					
												1	\$3,000.00
N 29	WXYZ	10/13/12	10/13/12	ABC's Saturday Night Footba	SA 8pm-1130pm		:30			NM			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/08/12	10/14/12	-----S-	1			\$3,000.00					
												1	\$5,000.00
N 30	WXYZ	10/14/12	10/14/12	Revenge	9-10pm Sunday		:30			NM			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/08/12	10/14/12	-----S	1			\$5,000.00					
Totals											71	\$70,600.00	

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/15/12	71	\$70,600.00	\$60,010.00
<b>Totals</b>	<b>71</b>	<b>\$70,600.00</b>	<b>\$60,010.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin, or ancestry.

We certify that the advertising sales practices and this advertising sales agreement do not discriminate on the basis of race or ethnicity.